

## 2004-2005 INSTITUTIONAL EFFECTIVENESS

### SUMMARY REPORT

#### Introduction

Florence-Darlington Technical College is organized into seven divisional units with an Executive Committee member assigned to each of the units. The six organizational units are:

1. Internal Affairs
2. Public Relations and Marketing
3. Institutional Advancement
4. Continuing Education/Southeast Institute of Manufacturing and Technology
5. Business Affairs
6. Student Services
7. Academic Affairs
  - a. Health and Sciences
  - b. Technical and General Education
  - c. Online College and Information Technology

In mid-June of each academic year, all Department Heads summarize the results of the Institutional Effectiveness objectives that were implemented during the previous twelve months. Those reports are sent to the Executive Committee member responsible for that divisional unit, who then forwards their Unit Summary to the Office of Research, Planning, and Assessment.

Each Unit Report summary includes a chart incorporating the following information:

- Number of IE Objectives
- College Goal(s)
- Number of IE Objectives Accomplished
- Number of IE Objectives Not Accomplished
- Number of Objectives that will continue as objectives for the next planning year
- Number of Objectives that were closed
- A listing of Accomplishment Highlights

This Institutional Effectiveness Summary Report includes copies of the seven Divisional Unit reports, as well as a final chart that summarizes the data for all Divisions. A copy of this report is posted on the College intranet and presented to all employees at the annual College-Wide Planning Day, generally scheduled in March of each academic year. During that planning day, Department Heads meet with their employees to discuss the status of the current year's IE objectives and project objectives for the next planning year.

## 2004-2005 INSTITUTIONAL EFFECTIVENESS

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# INTERNAL AFFAIRS DIVISION

## 2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of Obj.	College Goal	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
Internal Affairs	4	CS 2 IA FE	4		4	
Totals	4		4		4	

CS = Customer Service

IA = Institutional Advancement

FE = Financial Environment

### ACCOMPLISHMENTS:

- Recruit to hire process time was reduced from a 45 work day to a 40 work day average, a 11% reduction from the previous year.
- A new internal affairs report was generated which identifies employees, the number of changes or additions to benefit programs and total number of employees served.
- Adjunct faculty application form, college organizational charts, HR policies and procedures, and employee directory are now available via the College web site.

PUBLIC RELATIONS & MARKETING DIVISION

2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of Obj.	College Goal	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
Public Relations & Marketing	4	CS 2 PD 2	4		1	3
Totals	4		4		1	3

CS = Customer Service

PD = Product Development

ACCOMPLISHMENTS:

- The number of mentions in local, state, and national media increased 33% over the 2003-04 year.
- 90% of the college's signage was converted to the new logo and colors, exceeding the projected 75% by 15%.
- The number of bulk mail projects increased from 18 in 2003-04 to 32 in 2004-05, resulting in a 78% increase and 58% over the projected 20% increase.
- A focused television commercial and poster campaign for the Cosmetology program contributed to a 53% increase in program acceptances in Fall 05 over Fall 04.

# INSTITUTIONAL ADVANCEMENT DIVISION

## 2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of Obj.	College Goal	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
Institutional Advancement	2	IA		2	2	
Totals	2			2	2	

IA = Institutional Advancement

### ACCOMPLISHMENTS:

- \$76,811 was netted from the 41<sup>st</sup> Anniversary Celebration and Gala, \$23,189 shy of the \$100,000 goal.
- \$8,000 was netted from the Annual College Golf Tournament, \$2,000 shy of the \$10,000 goal.

# CONTINUING EDUCATION/SIMT DIVISION

## 2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of Obj.	College Goal	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
Continuing Education	4	FE CS PD 2	2	2	2	2
Totals	4		2	2	2	2

FE = Financial Environment

CS = Customer Service

PD = Product Development

### ACCOMPLISHMENTS:

- The division achieved an average score of 4.65 on a customer satisfaction survey conducted with students in 50 randomly selected classes, exceeding the projected average score (3.5) by 1.15 points
- Department revenue decreased by \$44,221 and expenses decreased by \$63,341 resulting in a net improvement of \$19,120 or a 5.3% loss reduction.
- Each program manager added new classes during the 2004-05 year that contributed to revenue growth.

## BUSINESS AFFAIRS DIVISION

### 2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of Obj.	College Goal	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
Auxiliary Services	2	FE CS	2		1	1
Business Office	1	FE	1			1
Totals	3		3		1	2

FE = Financial Environment

CS = Customer Service

#### ACCOMPLISHMENTS:

- Monthly sales at the Mullins Hard Drive Café increased by 26% allowing the overall goal of a 10% loss reduction to be met.
- The feasibility study to open a food service café at the Health Science Campus showed a definite need for the food service project. Project planned for 2005-06.
- At the close of the 2004-05 year the cumulative rate of uncollectible tuition payment plans was 8.8% for three terms, 6.2% less than the projected 15% goal.

## STUDENT SERVICES DIVISION

### 2004-05 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of 2004-05 Objectives	Col. Goal	Objective Accomplished	Objective Not Accomplished	Continue Objective 2005-06	Objective Closed
Enrollment Management	10	CS	3	7	9	1
Financial Aid	8	CS	5	3	4	4
Student Life & Perkins	8	CS	6	2	2	6
Registrar Services	4	CS	4			4
Research & Planning	2	CS	1	1	1	1
Funded Programs	5	CS	2	3	3	2
TOTALS	37	CS	21	16	19	18

CS = Customer Service

#### ACCOMPLISHMENT HIGHLIGHTS:

- The Student Support Services Grant requires 20% of the 160 participants to be enrolled in AA or AS programs. The objective was to enroll 25%; however, the program enrolled 34%, exceeding the target projection by 9%.
- The Datatel system accurately places 100% of the students with SAT scores in the appropriate math and English courses electronically.
- The Darlington Pathways project required that 75% of the seniors complete the Kuder Career assessment and the FDTC admissions application. Over 95% of the seniors completed the Kuder and 435 applied to FDTC. 133 of those students were accepted and 82 enrolled at FDTC in Fall 05.
- The objective was to increase the first-time-freshmen from area high schools in Fall 2005 by 10% or 35 students. The percentage increased by 11% or 43 students.



- The objective was to prepare and submit FDTC's 5-year Application to Participate in Title IV, HEA programs. The DOE approved the PPA with a new expiration date of March 31, 2010.
- The objective was to increase the number of financial aid 05-06 ISIR's to 1200 by comparing 2004-05 to 2005-06 figures at the end of April, 2005. A total of 2,080 ISIR's were downloaded representing a 24% increase over the previous year.
- Increase the number of ISIR's verified within 3 business days from the date the student turned in all required supporting documents. The percentage of verifications increased by 26% and electronic corrections increased by 61%. New awards and files completed from March through June 2005 compared to the same period in 2004 increased 22%.
- Student activities function manuals were written by staff and successfully tested with 100% accuracy by five non-student activity staff members.
- Increase student/activity club participation by 15% over the previous year. A total of 460 students participated, 60 or 15% more participation.
- To receive an 85% satisfaction rating on services provided in the Success Center, Student Activities, and Athletic Programs. A 92% satisfaction rating was received.
- Twelve registrar services process procedures were written and successfully tested with 100% accuracy by ten non-registrar services staff members.
- A listing of all courses offered by the college with established individual time limitations was completed and reviewed by the CIC committee.
- A Graduation Administrative Process Manual was completed outlining all functions, activities, steps, timelines and related forms related to the planning and execution of FDTC's yearly graduation rehearsal and ceremony.

### **Academic Affairs Division**

### **2004-2005 IE OBJECTIVE ACCOMPLISHMENTS**

Department	# of 2004-05 Objectives	Col. Goal	Objectives Accomplished	Objectives Not Accomplished	Continue Objective 2005-06	Objective Closed
Health & Sciences	2	LE	1	1	2	0
Dental Assisting	3	LE	2	1	3	0
Dental Hygiene	4	LE	4	0	4	0
Health Information Management	4	LE	3	1	3	1
Human Services	2	LE	2	0	0	2
Learning Resources	3	LE	2	1	1	2
Paralegal	2	LE	2	0	2	0
Medical Assisting	2	LE	1	1	2	0
Medical Laboratory	3	LE	2	1	3	0
Natural Sciences	3	LE	2	1	1	2
Nursing	4	LE	3	1	3	1
Radiology	4	LE	4	0	3	1
Respiratory Care	4	LE	2	2	3	1
Surgical Tech	3	LE	2	1	2	1
Totals	43	LE	32	11	32	11

LE = Learning Environment

#### ACCOMPLISHMENT HIGHLIGHTS:

- The Division objective of reducing first year attrition below 40% was met. The Division attrition rate was 17.6%. Only one program exceeded 40%.
- The DHG objective of attaining a 90% pass rate for graduates taking their licensure exam was exceeded. The pass rate was 93.3%.
- The HIM objective of maintaining AHIMA accreditation was achieved.
- The objective of attaining a 75% placement rate for Associate of Science graduates was met. 100% of the graduates were either employed or attending four year institutions.
- The Nursing Department objective of producing at least 100 graduates eligible to sit for RN-NCLEX licensure was met. The program produced 130 eligible graduates.
- The Paralegal program objective of increasing student enrollment by 10% was met. The enrollment was increased by 13% with a fall headcount of 66 students.

#### ACADEMIC AFFAIRS DIVISION TECHNICAL & GENERAL EDUCATION

## 2004-2005 IE OBJECTIVE ACCOMPLISHMENTS

Department	# of 2004-05 Objectives	Col. Goal	Objectives Accomplished	Objectives Not Accomplished	Continued Objectives	Objectives Closed
Technical & General	3	CS/FE	3	0	1	2
Civil Engineering Technology	3	LE	1	2	2	1
Electronics Engineering Technology	3	LE	3	0	2	1
Electro-Mechanical Engineering Technology	3	LE	2	1	1	2
Engineering Graphics Technology	3	LE	1	2	1	2
Computer Technology	7	LE/CSPD	7	0	0	7
Business Technology	3	LE	3	0	1	2
Office Systems Technology	3	LE CS	2	1	1	2
Automotive Technology	3	PD	2	1	1	2
Machine Tool Technology	2	CS	1	1	1	1
Diesel Technology	2	LE	1	1	1	1
HVAC	2	LE	2	0	0	2
English	4	CS/LE	4	0	0	4
Humanities	3	CS/LE	3	0	0	3
Math	3	CS/LE PD	3	0	0	3
Cosmetology	3	CS/LE PD	3	0	1	2
Totals	50		41	9	13	37

LE = Learning environment

CS = Customer Service

PD = Product Development

### ACCOMPLISHMENT HIGHLIGHTS:

- The total number of students enrolled in EET programs was 35, which is much higher than the objective of 12 students. The EET program retention was approximately 82.9%. Number of students in the fall semester was 35; number of students in the spring semester was 29 which is above the 80% goal.
- The math objective of maintaining the mean student grade on the final math exams within 2 percent of last year's mean was met. Final exams were administered in all math sections. The weighted mean for all classes was 71.4. This is an increase of 6.4 over the previous year. Our goal was to be within 2 points of last year's mean. The increase exceeded this value.
- The OST objective of maintaining an 85% placement rate or higher was met. The placement rate was 86% for the 03-04 graduation class
- The Cosmetology objective of seeking application for NACCAS accreditation was met. The application was submitted in January 2005.

- The objective for obtaining a 75% pass rate for students taking the ENG 100 and ENG 101 sequence was met. Out of 104 students who exited ENG 100 with a grade of C or better Fall 2004 and then enrolled in ENG 101 Spring 2005, 78 passed ENG 101 with a C or better, resulting in a 75% rate of success.

## **ACADEMIC AFFAIRS**

### **2004-05 IE OBJECTIVE ACCOMPLISHMENTS**

### Online College and Information Technology

Department	# of Objectives	Col. Goal	Objectives Accomplish	Objectives Not Accomplish	Continued Objectives 2005-06	Objectives Closed
Online College & Info. Tech.	7	LE / PD	7	0	1	6

LE = Learning Environment

PD = Product Development

#### Accomplishment Highlights:

- All ITV classrooms were converted from V-Tel to Tandberg equipment. Faculty and staff were trained. Faculty began teaching ITV classes exclusively in Tandberg-equipped classrooms in January 2005. Training is ongoing.
- Analysis was conducted pertaining to the relationship between GPA and course completion. Based upon results, a minimum GPA of 2.5 was established as a prerequisite for online courses, beginning August 2004. Since implementation of this objective, the number of F & WF grades has been reduced from 21-28% to 12-14%.

2004-05 INSTITUTIONAL EFFECTIVENESS

COLLEGE SUMMARY CHART

# of Department	# of Object	Objective Accompl.	Objective Not Accompl.	Continue Objective in 2005-06	Objective Closed
43	154	114	40	75	79